

EXHIBIT 11

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Sent: 2/4/2010 7:30:07 AM
Subject: Nutella Advertorial
Attachments: Nutella Advertorial.pdf

Hi Connie,

We wanted to share the layout for the advertorial. Let us know if you have any questions/feedback. Thanks!



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Bravo for Breakfast!

Why kids need to fuel up and how to get them to eat ... even when you're in a hurry!

by *Connie Evers, M.S., R.D. Child nutrition expert and mother of three*
Author, *How to Teach Nutrition to Kids*



It's another typical morning at my house: the carpool van is honking as the dog escapes full speed out the front door. Inside, there's

a mad dash to find clean socks and misplaced homework. Help!

As families rush around in the morning, breakfast may be viewed as yet another distraction; but as a brain booster and body charger, the morning meal is a "must-have" for kids of all ages. If the "battle at breakfast" is a common feud in your home, grab a slice of whole grain toast and listen up.

An extensive review of the impact of breakfast on children's health found compelling reasons to make sure a morning meal is always on your family's to-do list. Reporting in the *Journal of the Dietetic Association*, researchers summarized 47 studies that looked at the links between breakfast and nutritional adequacy, body weight and academic performance in kids.

AMONG THE FINDINGS:

- Kids who eat breakfast take in more nutrients over the course of the day than their breakfast-skipping peers.
- Eating breakfast may improve cognitive function related to memory, test grades and school attendance.
- Kids who skip breakfast are usually hungrier later in the day and tend to compensate for missed energy by snacking on low nutrient junk foods such as fried snacks and sweetened beverages.

It's no surprise then that the kids who regularly eat breakfast have a better overall diet than their peers who

choose to snooze in the morning. They eat more servings of whole grains, fruit and milk, and take in higher levels of calcium, phosphorus, magnesium, riboflavin, vitamin A, vitamin B-12 and folic acid over the course of the day.

A BALANCING ACT

Variety is the key when designing a breakfast that will supply energy to last throughout the morning. Children need a balance of nutrients and tasty goodness, and moms need a breakfast solution that is quick and convenient! Be sure to include sources of whole grains, protein, fat and nutrient-boosting fruits or vegetables as part of the breakfast plan.

ASK CONNIE

Q. What is the best breakfast to serve my child in the morning?

A. The "best" breakfast is the one that will be eaten! For instance, kids love the taste of Nutella[®] hazelnut spread. With Nutella's[®] unique taste, kids may think they are eating a treat for breakfast, while moms are helping nourish their children with whole grains. A slice of whole wheat toast spread with an appropriate amount of Nutella[®] hazelnut spread, a serving of fresh fruit, and a cup of yogurt or 1% milk provides balanced nutrition to start the day.

For example, serve your child whole wheat toast or a whole-grain toaster waffle with a dab of Nutella[®] hazelnut spread, a small bowl of sliced strawberries and a glass of 1% milk for just the right mix of morning nutrients. Nutella[®] hazelnut spread does not contain any hydrogenated oil or trans fat and is low in



sodium compared to popular nut butters. It also is terrific option for individuals with peanut allergies as it does not come in contact with any peanuts ingredients during manufacturing.

WINNING WITH PICKY EATERS

What can a mom do when a child refuses to eat in the morning?

- **Get up, and eat!** Get the kids up earlier on weekdays to spend some mommy-and-me time and eat a proper breakfast with your kids.
- **Be a role model.** Moms who eat a balanced morning meal benefit, too, and also set a good example for their children.
- **Provide small portions.** If your child tells you he or she is not hungry in the morning, offer a smaller breakfast as a tasty treat and send a packed snack to help him or her make it through the morning.
- **Make breakfast a family affair.** Enlist your child in making breakfast happen. Decide on the breakfast menu and set the table the night before.
- **Get organized.** Keep your kitchen stocked with plenty of "grab and go" foods such as yogurt, string cheese, bananas, grapes, 100% juice boxes, whole grain English muffins, pita bread, or mini-bagels, and a delicious spread such as Nutella[®]. Even on the most rushed days, you can send your child out the door with an easy, balanced breakfast.

With the right breakfast solution, moms can quickly overcome the "battle at breakfast" and make the morning meal a household habit!

nutella
The original hazelnut spread